

CALCULATIONS

PLAYERS NON-MENTHOL

<u>Target Group</u>	<u>N</u>	<u>#</u> <u>Picking</u> <u>First</u>	<u>%</u> <u>Picking</u> <u>First</u>	<u>Market*</u> <u>Share</u>	<u>Potential</u> <u>Trial</u>
Non-Menthol Filter	301	45	14.9	57.28	8.534

7+ mgs.

PLAYERS MENTHOL

<u>Target Group</u>	<u>N</u>	<u>#</u> <u>Picking</u> <u>First</u>	<u>%</u> <u>Picking</u> <u>First</u>	<u>Market*</u> <u>Share</u>	<u>Potential</u> <u>Trial</u>
Menthol Filter	303	59	19.5	25.02	4.878

7+ mgs.

RAFFLES

<u>Target Group</u>	<u>N</u>	<u>#</u> <u>Picking</u> <u>First</u>	<u>%</u> <u>Picking</u> <u>First</u>	<u>Market*</u> <u>Share</u>	<u>Potential</u> <u>Trial</u>
Menthol Filter	300	48	15.3	25.02	3.828

7+ mgs.

* MSA - 3rd Quarter 1982

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